

# CONTRACT



**WCCB**  
**1 Television Place**  
**Charlotte, NC 28205**  
**(704)372-1800**

And:

**Smart Media Group**  
**101 N Columbus Street Suite 200**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 132434 /		<u>Alt Order #</u> 07887491
<u>Product</u> MCCRORY/GOV/R		
<u>Contract Dates</u> 09/17/12 - 09/23/12		<u>Estimate #</u> 917923
<u>Advertiser</u> McCrory, Pat for NC Governor		<u>Original Date / Revision</u> 08/20/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCCB	<u>Account Executive</u> Merideth Radow	<u>Sales Office</u> Washington-Eag
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1046	<u>Advertiser Code</u> MCCR	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 1	WCCB	09/17/12	09/19/12	Ellen	5p-6p		:30			NM	0	\$0.00
D 2	WCCB	09/20/12	09/21/12	Ellen	5p-6p		:30			NM	0	\$0.00
D 3	WCCB	09/18/12	09/20/12	Fox News @ 10pm	10p-1035p		:30			NM	0	\$0.00
D 4	WCCB	09/22/12	09/22/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	0	\$0.00
D 5	WCCB	09/23/12	09/23/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	0	\$0.00
6	WCCB	09/19/12	09/19/12	FOX Prime	8p-9p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$2,500.00			
7	WCCB	09/21/12	09/21/12	FOX Prime	8p-9p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$600.00			
E 8	WCCB	09/17/12	09/19/12	Ellen	5p-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				2	\$500.00			
D 9	WCCB	09/20/12	09/21/12	Ellen	5p-6p		:30			NM	0	\$0.00
10	WCCB	09/17/12	09/23/12	Fox News @ 10pm	10p-1035p		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$1,200.00			
11	WCCB	09/22/12	09/22/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$250.00			
12	WCCB	09/23/12	09/23/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$250.00			
13	WCCB	09/17/12	09/23/12	Fox News EDGE	1035p-11p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$250.00			
14	WCCB	09/22/12	09/22/12	Fox News Got Game Sat	1035p-11p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$150.00			
15	WCCB	09/23/12	09/23/12	Fox News Got Game Sun	1035p-11p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



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<u>Advertiser</u> <b>McCrory, Pat for NC Govt</b>		<u>Original Date / Revision</u> 08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$150.00			
N 16	WCCB	09/17/12	09/23/12	Fox News Rising	530a-8a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$200.00			
Totals											20	\$12,550.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	20	\$12,550.00	\$10,667.50
<b>Totals</b>	<b>20</b>	<b>\$12,550.00</b>	<b>\$10,667.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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